Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES

FALL 1971

MERCADO
AUCTION
Take a Wench for a Bride

Disney News FALL 1971

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES

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CHANGE OF ADDRESS

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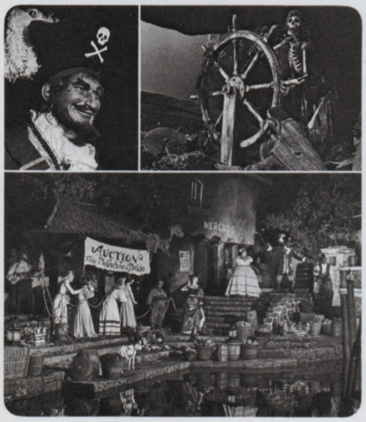
COVER STORY: Still one of the most popular attractions in the Park, the "Pirates of the Caribbean" originally opened in 1967 — which means that it can now claim to feature the rowdiest crew of swashbuckling four-year-olds ever seen.



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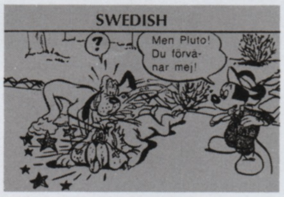
SWEDISH
?
Men Pluto! Du förvånar mej!

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Sirs:

I enjoyed your story about the making of "20,000 Leagues Under The Sea" very much. I wish you would give us more behind-the-scenes information about Walt Disney Productions, television, and animated cartoons.

I plan to see the movie after reading your story, now that I know all the work that went into it.

Sincerely,
Cliff Stuart
San Francisco, Calif.

Sirs:

I want to thank you for your good magazine. Like everything else done by the Disney people, it is wholesome and well done. But please can't you make it a little bigger? I wouldn't mind paying more, if it were about 10 pages longer — and came more often.

Sincerely,
Doris Cousins
San Diego, Calif.

Sirs:

I want you to be looking for me because I am getting to come to Disneyland this summer and I just might be your 100 millionth visitor.

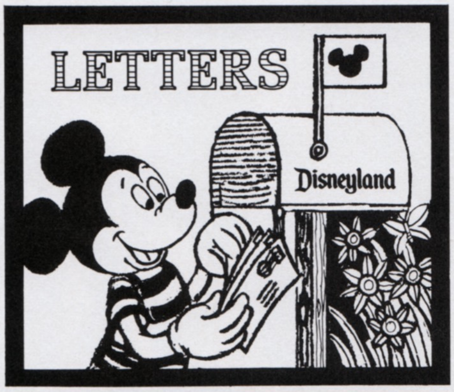
I am a fifth grader. No one in my class has ever gotten to go to Disneyland. I sure hope I'm your winner. My little brother likes Walt Disney too—especially Mickey Mouse.

Sincerely,
Judy Anico
Chicago, Ill.

If you visited the Park on June 17, you probably just missed getting your wish. That was the day Valerie Suldo was welcomed as Disneyland's 100 millionth guest. See the story on page 11.—ED.

On the survey card included in the last issue of Disney News, many of you suggested we start a "Letters to the Editor" column. No sooner said than done.

The following are some of the many cards and letters we've received during the last few months. If you would like to share your ideas with our readers, just drop a note to: Editor, Disney News, 1313 Harbor Blvd., Anaheim, Calif., 92803. We would enjoy hearing from you.



Sirs:

. . . If I were a greedy person, I'd ask you to pay me for advertisement. You see, I'm the youngest in my family of 7 kids, and all my brothers and sisters are married and have families and I just happened to convince them that a trip to Disneyland would do them good. Of course, when I get a chance I sort of tag along with them . . .

Sincerely,
Jim Medina (Age 15) Torrance, Calif.

Sirs:

I was slightly disappointed with one aspect of the Summer Disney News. You didn't have any article or construction photos on Walt Disney World! There is only one more edition of Disney News before the opening of WDW, so I hope you will print up a story in that issue.

Sincerely,
Steve Laser
Palos Verdes Estates, Calif.

The next article on Walt Disney World will appear in either the Winter or Spring issue of Disney News.—ED.

Sirs:

I want to tell you why and how much I like Disneyland. First, it's a place where everyone is happy. Usually, people are only happy around Christmas time and nice to each other. But every time we go to Disneyland, we leave feeling better.

It's one place where the whole family can go together. Our family ranges from 5 to 50, and there is something at Disneyland for all of us to enjoy.

For us, it really is "the happiest place on earth."

Sincerely,
Louise Hicks
Anaheim, Calif.

Sirs:

I wish you would do a story about the monorails. I am a 12-year-old boy who is very concerned about the dirty air and traffic jams in the cities. I would like to investigate the idea of having monorails used in cities — people would have to park their cars in large parking lots on the city limits.

Sincerely,
Louis Steinman
Yuma, Arizona

Welcome to Walt Disney World

As we go to press it is mid-July, and I have just returned to Disneyland from my first visit to Walt Disney World in Florida. It was exciting . . . an unforgettable experience.

Having been privileged to be part of the team which built Disneyland some 16 years ago, I thought I had some idea of the all-out construction effort going on near Orlando . . . but I was totally unprepared for the size and complexity of the Florida project.

Easily the nation's largest and busiest private construction site, Walt Disney World is completely different from the world outside. To date, four years of site preparation and two years of construction have gone into the project. By its October, 1971 opening, it will cost $300 million.

The Magic Kingdom Theme Park, similar in design and concept to Disneyland here in California, but with many new and exciting attractions and adventures, is nearly complete. Fascinating to me, is the Fort Wilderness area where 600 acres (more than 3 times the size of Disneyland!) have been set aside for camping along the south shore of Bay Lake. Camp sites will be varied in size to accommodate many types of campers, trailers and tent-trailers.

The hotels are magnificent! The biggest (1,057 rooms) is the Contemporary Resort-Hotel on the isthmus between Bay Lake and the Seven Seas Lagoon. Fourteen stories of glass and steel, A-shaped, with the monorail running right through the fifth-floor level, it literally defies adequate written description.

Across the Seven Seas Lagoon from the Theme Park is the 500-room Polynesian Village Hotel with an exotic South Seas motif.

Club members will enjoy a specially priced package plan at both hotels. All rooms are resort-sized, designed to sleep up to four people comfortably.

Yes, the curtain is going up on the world's largest entertainment-recreation "stage", and a current membership card is your Magic Key to all the fun and excitement at the "Vacation Kingdom" in Florida . . . and at the "happiest place on earth" in California.

Milt Albright
Executive Director
Magic Kingdom Club

PERFUME ARTISTRY

CREATING THE BREATH OF BEAUTY

The whale, the beaver, the deer, and a strange, little Ethiopian cat named the civet all contribute to the magic called perfume.

One of the smallest shops in New Orleans Square is the most fragrantly outstanding. Nestled in the crook of Royal and Orleans streets, Mlle. Antoinette's Parfumerie, as the little shop is called, is one of the few places in the United States where perfume blenders are able to create fragrances especially for the individual.

An old art dating back to pre-Biblical times, perfumery requires a highly developed sense of smell, the ability to think in mathematical terms, and a keen interest in the psychology of human emotions.

It is not known exactly when man first began capturing and preserving the essence of flowers, fruits, and various pungent shrubs and trees. Historical evidence indicates that perfumed oils were burned as offerings to the gods in pagan religious ceremonies thousands of years ago. Frankincense and myrrh are mentioned frequently in the Old Testament and were considered of great value. Cleopatra was known to have bathed in perfumed oils, and all of the great courts up to the present had their royal chemists who created fragrances to please sensitive, kingly noses. Many of the perfumes created years ago for the royal courts can be enjoyed today by anyone who has the price to pay for them. But the price of perfume can be very high.

"It is not unusual for certain fragrances to cost as much as $65 an ounce," says perfume blender Arlyce Underwood. "The cost of an individual perfume depends on many things. For instance, not many people realize that it may take ten- to 50- thousand tons of flower petals to make one ounce of a particular oil—and that's just the beginning. A chemist might use 50 different oils in making one formula; particularly if he's creating a jasmine or rose fragrance. Then you also have your expensive fixatives to consider."

All perfumes basically are made of three things—essential oils, fixatives, and alcohol. The essential oils are obtained by various methods from the petals, fruits, stems, and leaves of plants. Fixatives may come from the plant or the animal kingdom. Their principal function is to keep the scent "true." A few of the most important fixatives are ambergris, which is obtained from the sperm whale; civet, which comes from the civet cat; musk, which comes from the Tibetan musk deer; and castoreum, which is derived from the Hudson Bay beaver. Some of these animals are becoming rare, and the processes of obtaining the fixatives can be highly complex.

Import duties, advertising and distribution costs, and artful packaging also add to the cost of perfumes. Yet, high as the price might be, few women are willing to do without perfume.

"I don't think there is any doubt that perfume can effect different states of mind in people," says Arlyce. "And certainly it does affect people's moods. We have blended over 100,000 fragrances for guests since the shop opened in 1966, and knowing how a person feels, about themselves, about life, is a very important part of a blender's job.

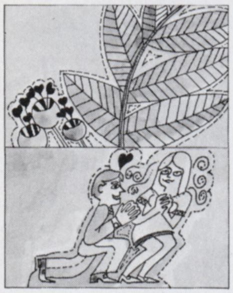
"Every blender is trained to notice certain qualities and characteristics in the people she blends fragrances for. We ask the basic questions, of course: what the person has worn in perfumes previously, what colors she

"Perfume is a very mysterious quantity," says perfume blender Arlyce Underwood. "It has a mystique all its own."

likes, and what smells she most enjoys —like a fresh smell or a warm smell or a heavy smell. But at the same time, we are studying the person's skin tones, hair coloring, and even the style of clothing she wears. As we talk with the guest, we become aware of her reactions to suggestions, the way she feels about life in general, and her state of mind in particular. Many of the people who want their own perfume blended feel the need to express themselves in a very definite way. Perhaps the guest has experienced some recent unhappiness and wants a fragrance that will lift her spirits. Or possibly she feels in a rut and wants to experience a dramatic change in her personality. I've even blended a fragrance for a guest with a specific purpose in mind — like bowling over a young man who has been tardy in proposing.

"The interesting thing about working in Mlle. Antoinette's," Arlyce laughed, "is the really unusual requests and reactions we get from some people. But, seriously, I've spent as long as three days finding just the right fragrance for a particular person. We have six pre-blended oils to work from, which give us over 750 variations. We will spend as much time with a guest as it takes to please her. And if we aren't able to blend a fragrance for her, we'll help her to choose from the 47 brand-name fragrances we sell in the shop."

Mlle. Antoinette's, tiny as it is, is a veritable mine of liquid wealth. The shop carries 18 well-known lines of perfumes for women, with 47 fragrances to choose from; and 11 lines of popular colognes and after-shave lotions for men, with 15 fragrances to choose from. Bath oils, dusting powder, perfumed soaps, sachets, crystal atomizers, and mirrored trays decorate the shelves as well. But what claims the attention immediately and makes the shop truly unique are the 12 large bottles of valuable oils from which the perfume blenders create their perfume masterpieces.



The perfume blender tests a mixture of essential oils on a guest's wrist by whisking paddle-shaped blotters on a warm "pulse point."

Each perfume blender has six pre-blended bottles of oil from which she works. It is possible for two blenders to work simultaneously, as each blend is duplicated once. The 12 bottles are worth $1,000 each and were prepared by organic chemists commissioned by Walt Disney Productions. They are patented and copyrighted; their exact formulation is a closely guarded secret. The six basic fragrances have predominate tones which serve to identify them for the blenders. They are: Modern Floral, Floral Bouquet, Oriental, Woodsy, Spicy, and Smoky.

Pipettes (which look like giant eye droppers); tiny, paddle-shaped blotters; long, glass funnels; and graduated cylinders comprise the blender's essential equipment. The blender dips the "paddles" into the bottles of oil and then whisks them lightly over one of the warm pulse points on the guest's arm—the wrist, the inside of the elbow, or the upper arm. Usually, no more than three blends are tried at one time.

The guest then is asked to walk out into the fresh air for 20 minutes to test the lasting power of the various blends, the effect of the heat of the body on the bouquet of the fragrance, and to give the perfume time to settle. When the guest returns, she is asked to smell the different spots of perfume on her arm. Hopefully, one of the blends will be satisfactory. If not, the entire process is repeated with the blender creating different combinations of the basic fragrances.

Once the perfect formula is created, the blender uses a pipette to withdraw the precious oils from their bottles and to measure them into a graduated cylinder. A balloon-shaped funnel is used to transfer the perfume into a small, gold bottle with Mlle. Antoinette's label and the Walt Disney Productions copyright on it. The bottle is boxed and given to the guest with a dated card which has her formula on it. The formula also is entered into one of the shop's large, black notebooks. When the guest wishes to reorder her perfume, she simply mails the dated card. The price of the perfume is remarkably inexpensive — $3 for one-fifth of an ounce; $7.50 for a full ounce. The cost of perfume reordered is even less.

Although perfume blenders prefer to have the person present when they blend her fragrance, it is not uncommon for a gentleman to request perfume blended as a surprise gift for his wife or friend.

"We usually start by asking the man to describe the person physically. Is she tall, short, blonde, brunette? What does she enjoy doing socially? Is she a homebody, or does she enjoy going a lot? It doesn't happen often, but if a man draws a complete blank, we test some fragrances on ourselves and let him choose the one he likes. After all, he's the one she really wants to please, isn't he?"

If a person should want to order perfume blended from a distance, the blenders ask the questions by mail and then send the paddles wrapped in wax paper. The paddles are numbered, allowing the customer to choose the fragrance she most prefers. It might take many letters and paddles, but finally the blenders are able to satisfy the distant buyer.

"Perfume is a very mysterious quantity," says Arlyce. "It has a mystique all its own. Many times, a person will tell me that a perfume they have been wearing for years no longer smells the same. There are many reasons for this. Sometimes it's because the person's body chemistry has changed. If they have been on medication, say, or if they are pregnant, the perfume will not only smell differently to them, it will be reacting differently on the skin because of the change in body chemistry that has taken place.

"Seasons also affect perfume. A lighter fragrance should be worn in the hot summer months, as the heat of the body makes a heavy fragrance even heavier. In the winter, when it's colder, not only should a person wear a heavier perfume, they should wear more of it.

"And a person should always consider the occasion for which she intends to wear a particular perfume. If she is going to be inside, she should wear a lighter perfume and less of it. Too much perfume in a small, crowded room can be nauseating."

The blenders not only are skilled in creating fragrances, they also are extremely knowledgeable about questions pertaining to the application of perfume, the quantity of perfume which should be purchased, and the care of expensive perfume once purchased.

"Many people shy away from buying perfume because they find the cost prohibitive," says Arlyce. "Instead, they buy a less expensive cologne or toilet water. What they don't realize, is that a little perfume, properly applied, goes a long way and lasts much longer than the cologne. Actually, a person should use both cologne and perfume—in the same fragrance, of course. The cologne should be applied liberally to the body and used as a background for the perfume. The perfume should be applied to the pulse points of the body—on the inside of the wrists, in the bend of the elbow, at the temples, behind the ears, behind the knees, and even behind the ankles. Perfume fuses upward, you see. The fragrance of the average cologne lasts from an hour to an hour and a half; perfume lasts from three to four hours. In the long run, perfume is cheaper than cologne and the aroma is truer.

Exotic names like Givenchy, Balenciaga, Carven, and Nina Ricci grace classic bottles of rare beauty sold at Mlle. Antoinette's Parfumerie.

For The
GENTLEMAN

A guest holds a bottle of cologne created for Napoleon Bonaparte 160 years ago. The original bottle, designed to fit into the Emperor's boot, is duplicated today as a novelty.

Mlle. Antoinette's
PARFUMERIE

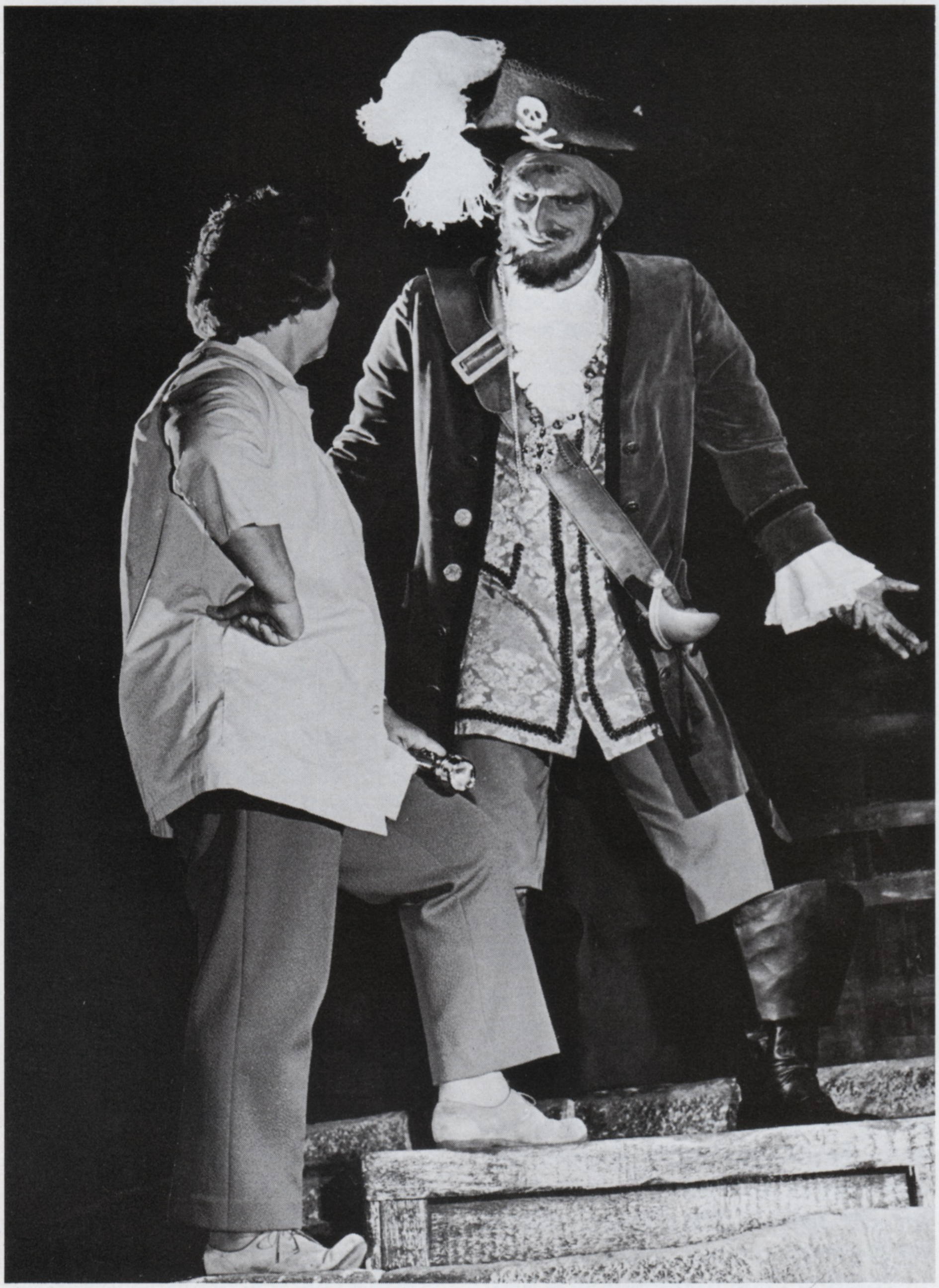
"Another thing a person should consider when buying perfume is the amount. The larger the quantity purchased, the cheaper it is going to be. Once a woman has decided she likes a fragrance, we advise her to buy a larger quantity. If perfume — and this goes for colognes as well — is recapped and resealed, and stored in a dark, cool place, it will never lose its fragrance nor will it evaporate. It's the light and the air that cause perfume to go bad. Buy a tiny atomizer bottle and fill it from the larger bottle. Reseal the larger bottle with paraffin and store it in the back of the closet — it will last for years.

"Another thing to remember is that perfume can explode if it gets too hot. We always advise guests who are traveling by airplane to carry their perfume with them into the pressurized cabin—not to pack it in their luggage. And that goes for men's after-shave lotions and colognes, too. It's the alcohol in the mixture that causes the explosion, and what you're left with is a thick oil that smells flat."

The blenders have other suggestions about the use of perfume which are humorous as well as original.

"Our guests give us many ideas about the way they use cologne and perfume that are really interesting. One lady sprayed her sheets with cologne because she said it made her sleep better. Another woman sprayed her little girl's clothes with a light cologne because she couldn't stand the smell of starch. I think the greatest idea came from a woman who was allergic to a fragrance that her husband loved," Arlyce laughed, remembering the incident. "She solved the problem by putting the perfume on the light bulbs. When he turned the lights on, the heat released the smell of the perfume. It made him happy, and it didn't irritate her skin."

THE 444 CHARGES OF THE FLASHLIGHT BRIGADE



Every detail of the 444 figures' costumes must remain exactly as it was created originally. Not one fold in a sleeve or crease in a trouser can change position without its being noticed by the women of the costume department.

All through the night they wait, 444 silent figures frozen in a medley of sculptured attitudes. Shadows shiver and shift in the dim light of flickering bulbs, teasing smiles from boisterous pirates and caressing the soft curves of childlike cheeks. The soft lapping of underground rivers provides a background for the sharper sounds of night. A button hangs by a thread and falls, its stacatto passage loud in the silence. The figures wait.

Several hours after sunrise, 21 women gather hurriedly in Disneyland's costume department. Wearing light blue smocks, slacks, and rubber-soled shoes, they greet each other in a confusion of accents—English, Spanish, German, Japanese—and quickly scan the bulletin board for their morning assignment.

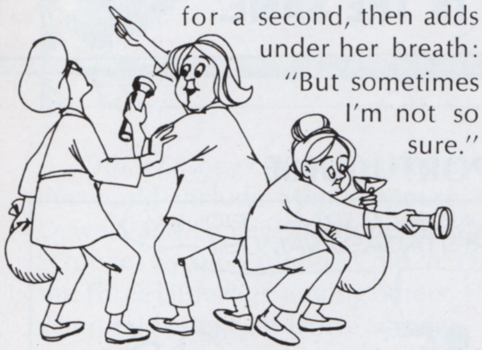
The women are creative seamstresses. Every morning, 365 days a year, they climb through six of the Park's most popular attractions, checking the costumes of the 444 "Audio-Animatronic" figures inside.

("Audio-Animatronics" is the name of the process created by WED Enterprises, the Disney design and "Imagineering" firm, by which three-dimensional figures are able to speak and move in a lifelike way. The women's 444 charges "perform" in "Pirates of the Caribbean," "Great Moments with Mr. Lincoln," "It's a Small World," "The Haunted Mansion," "Flight to the Moon," and "Carousel of Progress.")

Gathering up vinyl bags filled with needles, pins, thread, cleaning fluid, soap, and baby powder, the ladies check the power of their flashlights and assemble in six groups.

As they head for the door, one woman calls to another: "Lori, be sure to check the fold in the 'pooped pirate's' trousers. It falls out of place during the night."

The blonde called Lori laughs and answers: "Well, he doesn't move it, that's for sure." She thinks for a second, then adds under her breath: "But sometimes I'm not so sure."



As the women enter into the world of their charges, a subtle change of mood takes place. Voices become quieter, eyes narrow in an attempt to pierce the semi-darkness, and levity disappears. The professional seamstress with a fine eye for detail now is in full command. And so is the trained athlete.

Walking one foot at a time along the narrow rim of the river inside the "Pirate" attraction, flashlight probing upward, Lori notices that a pirate's sash is slightly askew. Hedy, a sturdy grandmother who works out regularly at a gym, quickly and precisely climbs up to the pirate and rights the sash.

"Ah, you naughty fellow," she chides him. "Why you want to make trouble, eh?" She stands for a second as if waiting for an answer and then, chuckling, returns to the group.

Ducking under low ledges, climbing up steep rock steps, crossing back and forth over narrow bridges, the women check each figure thoroughly. One pirate's shirt shows signs of wear; a mental note is made of his number (each of the 444 figures in the attractions has a number, which the women must memorize). Tomorrow a new shirt will be exchanged for the worn one.

A beam of light picks up a sparkle of gold where it shouldn't be. Hedy rushes over and picks it up.

"It's a button," she says, glancing closely at the still figures nearest her. All join in the search for the empty buttonhole. Memories are jogged. One lady finally remembers.

"I made the dress that has these buttons on it. Let me see, it's figure number — up there!" She points to a pirate's female captive some 20 feet up on a balcony. A needle and thread are quickly produced. In minutes, the button is replaced. The silent pirates seem to smile at the women with satisfaction. The women smile back.

A voice shatters the moment, announcing that the waterfall soon will be turned on. Lori glances at her wristwatch. The show is about to start. She spurs the others on. Finally they are finished. It has taken them one and a half hours to complete their assignment.

As the weary group wanders back to the costume department, Hedy looks toward the "Small World" attraction and wonders aloud, "How do you think things went with our 300 'children' today?"

As if in answer to her question, a lone figure rushes by, almost running, with a small costume over her arm. Questions fly after the scurrying woman. The answers are brief: there is an emergency; a guest, probably a child wishing to share with the diminutive figures, has thrown some peppermint candy; it melted during the night; a white, brocade costume now is stained red—the stain may be permanent.

(Every figure has at least one duplicate costume, sometimes two. When a costume is damaged beyond repair, another must be made immediately.)

The women all hurry to the "Small World" attraction, eager to offer assistance in the crisis. Only the tiny figure looks serene, as the women frown in concentration. A chain is formed. As each soiled garment is removed, it is passed to the end of the line and the new article handed forward.

Time is running out. The sound in the attraction has been turned on, and the animation has begun—except where the crew is working. The steady beat of the figures' eyelids opening and closing mark time as the women struggle to meet the showtime deadline.

The final piece of costume is adjusted. The women sigh in relief. Their tiny charge smiles at them angelically.

Walking back to the costume department, they study the stained clothing. It looks damaged beyond repair. They will have to make another costume. But they haven't failed, the show will open on time.

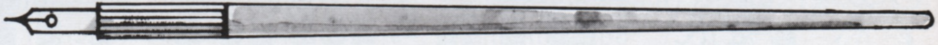
Laughing and exchanging bits of gossip, the 21 women return to their sewing machines. It's time for the day's work to begin.

Creative seamstresses, the women of the costume department can make a pattern from an artist's rendering for a six-foot pirate or a 32-inch "Small World" child with equal ease.

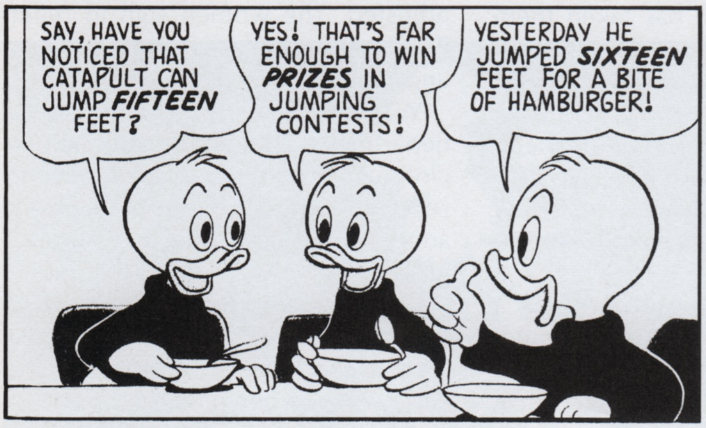
Nine hundred costumes were recently completed for the 300 "children" of the "It's a Small World" attraction at Walt Disney World in Florida. It took more than eight women, working full time, one year to make the extremely detailed costumes.

Around The World in Comics

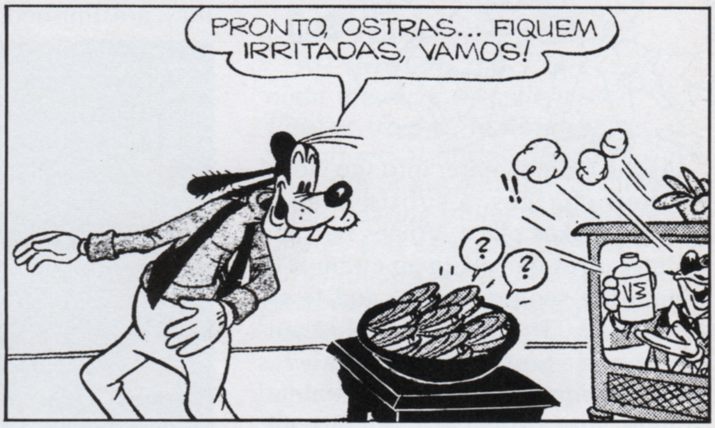
ONLY THE LANGUAGE IS DIFFERENT; THE FUN IS THE SAME.



ENGLISH


SAY, HAVE YOU NOTICED THAT CATAPULT CAN JUMP *FIFTEEN* FEET?
YES! THAT'S FAR ENOUGH TO WIN *PRIZES* IN JUMPING CONTESTS!
YESTERDAY HE JUMPED *SIXTEEN* FEET FOR A BITE OF HAMBURGER!

PORTUGUESE


PRONTO, OSTRAS... FIQUEM IRRITADAS, VAMOS!
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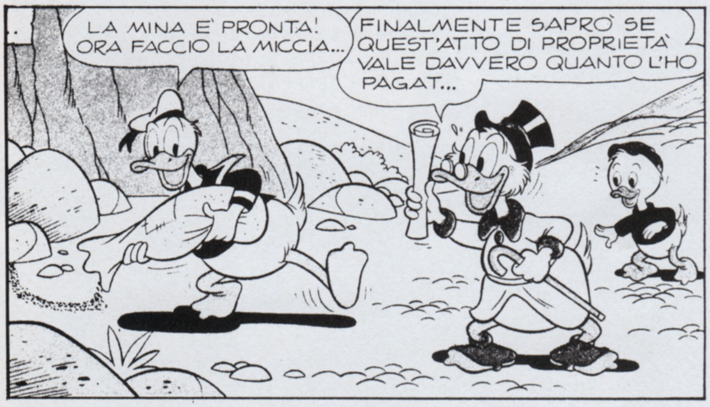
V3

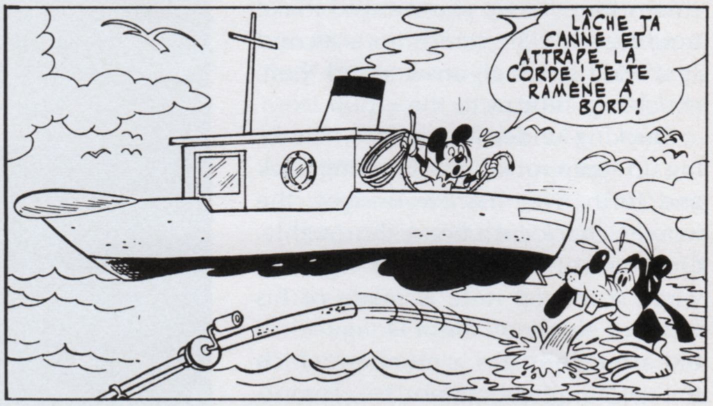
Comic strips and their more sophisticated offspring, comic books, have given America some of its greatest heroes and biggest laughs. Mutt and Jeff, Andy Gump, Gasoline Alley, Blondie, Joe Palooka, Captain Marvel, Superman, Batman — these are but a few of the hundreds of famous characters that followed in the footsteps of The Yellow Kid, hero of the first widely read American comic strip, "Hogan's Alley," which appeared in the 1890's.

Today, comic books have taken on a more international flavor, at least as far as Walt Disney Productions is concerned. Mickey Mouse and his friends have become residents of the world, entertaining children in countries such as Denmark, France, Holland, England, Italy, Yugoslavia, Greece, Egypt, Spain, and Japan, to name a few. The language is different, but the Disney characters and their antics are the same. Well, almost the same.

ITALIAN

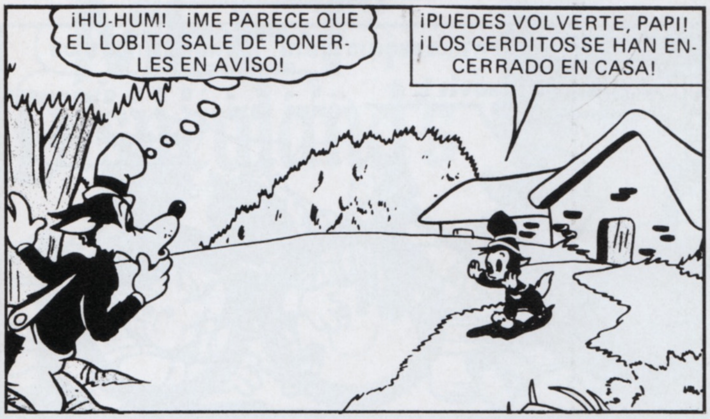

LA MINA E' PRONTA! ORA FACCIO LA MICCIA...
FINALMENTE SAPRÒ SE QUEST'ATTO DI PROPRIETÀ VALE DAVVERO QUANTO L'HO PAGAT...

FRENCH

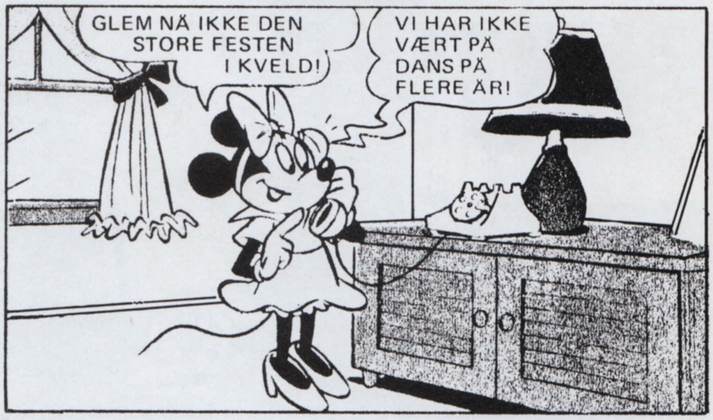

LÂCHE TA CANNE ET ATTRAPE LA CORDE! JE TE RAMÈNE À BORD!

"Many of the countries that publish Walt Disney comic books prefer to create their own material," says George Sherman, editorial consultant for the Studio's Character Merchandising Division. "We encourage this because it enables the Disney characters to become more a part of the country and its people. The French publisher of Journal de Mickey creates a page a week in which Mickey takes part in French history or joins swords with The Three Musketeers. Egypt designs its own covers showing Mickey in a fez celebrating Moslem feast days. And Brazil writes and draws many stories featuring a local favorite, Jose Carioca, and his wild adventures with Mickey and Donald."

SPANISH


¡HU-HUM! ¡ME PARECE QUE EL LOBITO SALE DE PONERLES EN AVISO!
¡PUEDES VOLVERTE, PAPI! ¡LOS CERDITOS SE HAN ENCERRADO EN CASA!

NORWEGIAN

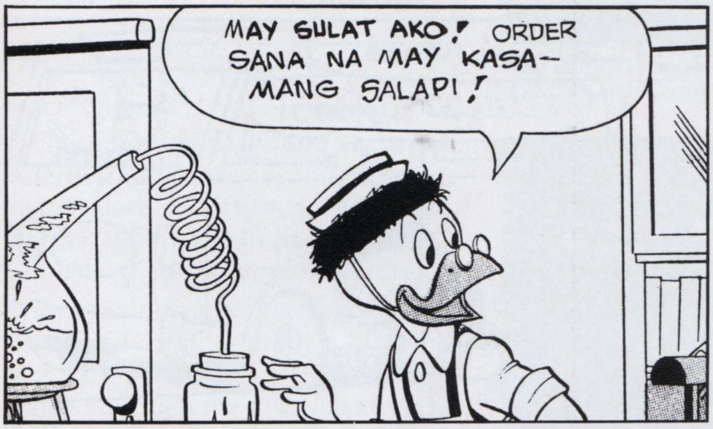

GLEM NÅ IKKE DEN STORE FESTEN I KVELD!
VI HAR IKKE VÆRT PÅ DANS PÅ FLERE ÅR!

Other Disney characters that have become residents of the world include Minnie Mouse, Donald Duck, Huey, Dewey, and Louie, Gladstone Gander, Daisy Duck, Uncle Scrooge, Gyro Gearloose, Chip 'n' Dale, Goofy, Pluto, and the Three Little Pigs, among others. The most popular character, surprisingly, is Uncle Scrooge.

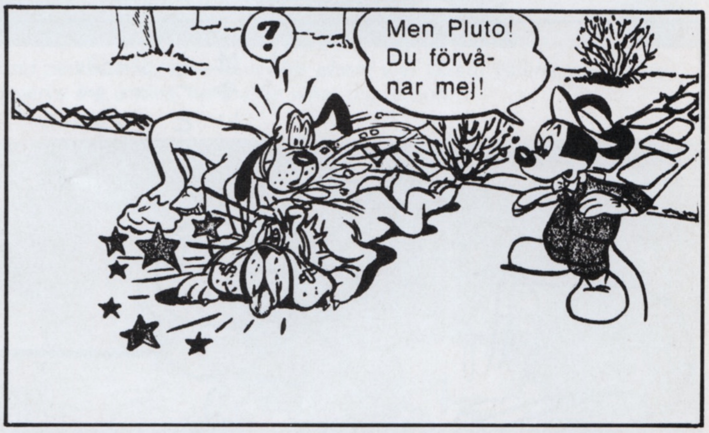
"Scrooge's popularity," continues George, "is largely due to his personality. He's the easiest character to understand. A miser is a miser, no matter what the country or the language."

Walt Disney characters were first introduced to comic book readers in 1932 — at the request of National Dairies. They had lined up milk companies in each city and wanted to give away Disney magazines to their customers. From this point, the comic book program eventually expanded and reached its peak in America in 1951, when over 7 million comic books were published in one month. Today, on a world-wide scale, that figure has reached 20 million.

TAGALOG


MAY SULAT AKO! ORDER SANA NA MAY KASAMANG SALAPI!

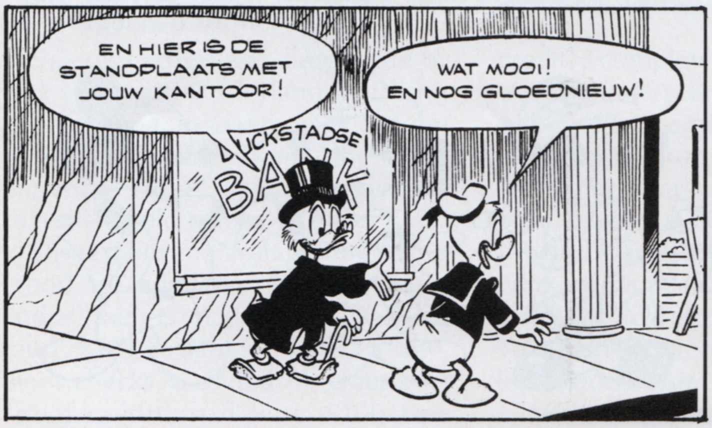
SWEDISH


?
Men Pluto! Du förvånar mej!

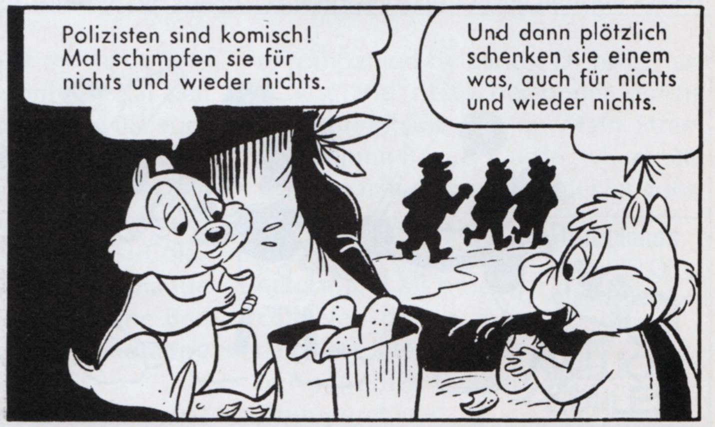
"People still like Walt's original characters best," says George. "For the most part, the new characters we've introduced, except for those that have appeared in Disney movies, have met with little success. 'Hustler Duck,' a super-salesman type of character, and '00-Duck,' a take-off on James Bond, are prime examples. Although these character types seemed very much a part of the world when they were introduced, they failed to gain any real popularity. The general reaction was, 'Give us more Mickey.' "

The Mickey Mouse of comic book fame is a far cry from

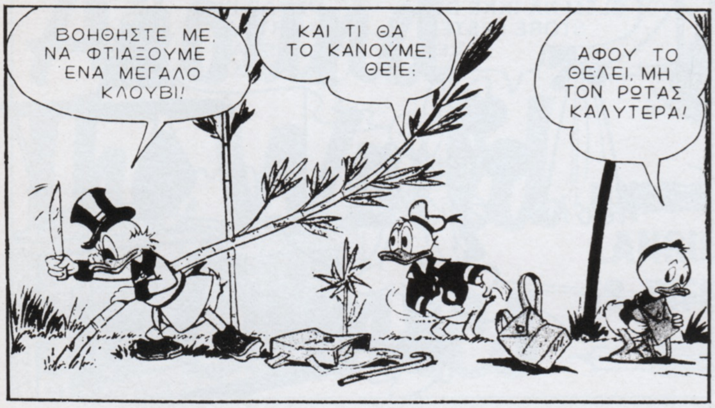
FLEMISH


EN HIER IS DE STANDPLAATS MET JOUW KANTOOR!
WAT MOOI! EN NOG GLOEDNIEUW!
DUCKSTADSE BANK

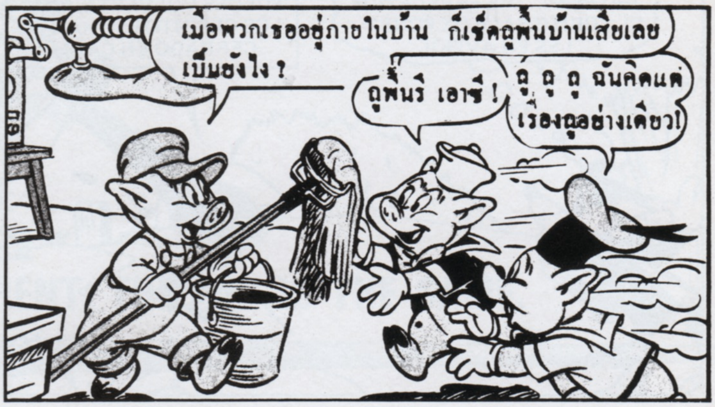
GERMAN


Polizisten sind komisch! Mal schimpfen sie für nichts und wieder nichts.
Und dann plötzlich schenken sie einem was, auch für nichts und wieder nichts.

GREEK


ΒΟΗΘΗΣΤΕ ΜΕ. ΝΑ ΦΤΙΑΞΟΥΜΕ ΕΝΑ ΜΕΓΑΛΟ ΚΛΟΥΒΙ!
ΚΑΙ ΤΙ ΘΑ ΤΟ ΚΑΝΟΥΜΕ, ΘΕΙΕ;
ΑΦΟΥ ΤΟ ΘΕΛΕΙ, ΜΗ ΤΟΝ ΡΩΤΑΣ ΚΑΛΥΤΕΡΑ!

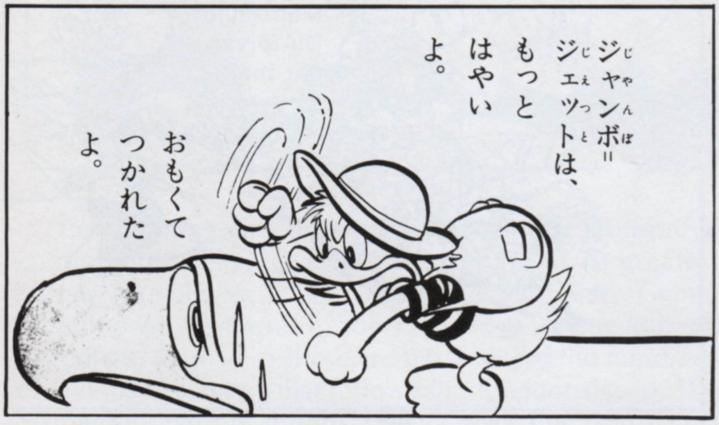
THAI


เมื่อพวกเธออยู่ภายในบ้าน ก็เช็ดถูพื้นบ้านเสียเลย เป็นยังไง ?
ถูพื้นรึ เอาซี !
ถู ถู ถู ฉันคิดแต่เรื่องถูอย่างเดียว!

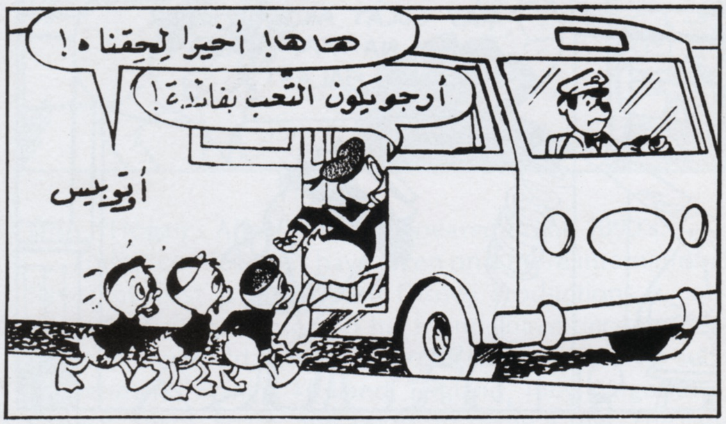
the impish little character that was introduced to the world in the cartoon short "Steamboat Willie." Today's Mickey is a thinker, noted for solving problems with a keen mind rather than with a prankish sense of humor. "Mickey is successful today because his adventures are a ten-year-old adventurer's dreams," says George. "He wouldn't have fared so well if he were still playing with farm animals on that steamboat."

The 20 million Walt Disney comic books that are printed monthly are published in 19 different languages, which means that many of the Disney characters have 19 different names — some rather amusing to English speaking audiences. For example, in Italian, Scrooge McDuck sounds a little bit like a sausage, "Paperon de' Paperoni," and, in Arabic, Mickey's nephews, Morty and Ferdie, sound more like nieces, "Fifi" and "Titi." Other names that change in translation include: Goofy, which in French becomes "Dingo;" Chip 'n' Dale, which in Norwegian become "Snipp og Snapp;" Huey, Dewey, and Louie, which in Danish become "Rip," "Rap," and "Rup;" and of course, Mickey and Minnie Mouse, which in Finnish become "Mikki and Minni Hiiri," in German become "Micky and Minni Maus," and in Swedish somehow become "Musse and Mimmi Pigg."

JAPANESE

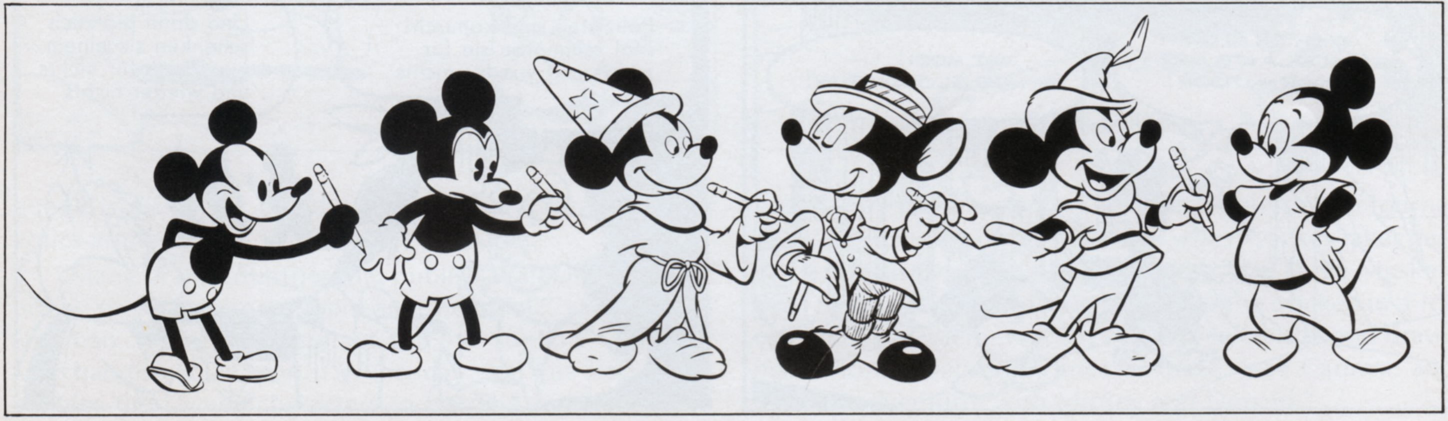

ジャンボ"ジェットは、もっとはやいよ。
おもくてつかれたよ。

ARABIC


هاها! أخيراً لِحِقناه !
أرجو يكون التّعب بفائدة !
أوتوبيس

Thirty-nine years ago, Walt introduced his characters to comic book fans. Today, his characters appear in well over 250,000,000 pages of comic book entertainment every month. They must have made a good impression.

Mickey drawing Mickey drawing Mickey. An apt way to show how Mickey has changed since "Steamboat Willie" days (far left).



MEET Disneyland's 100 MILLIONth GUEST

Miss Valerie Suldo

Why all the cameramen and newsmen? At the time this photo was taken, Valerie wasn't too sure. But big welcomes deserve big smiles, no matter what the reason.

Valerie was officially welcomed by Jack Lindquist, Disneyland's Director of Marketing.

On the morning of June 17, petite Valerie Suldo, a New Brunswick, N.J., payroll clerk, made history by becoming the 100 millionth person to visit Disneyland in its 16-year history.

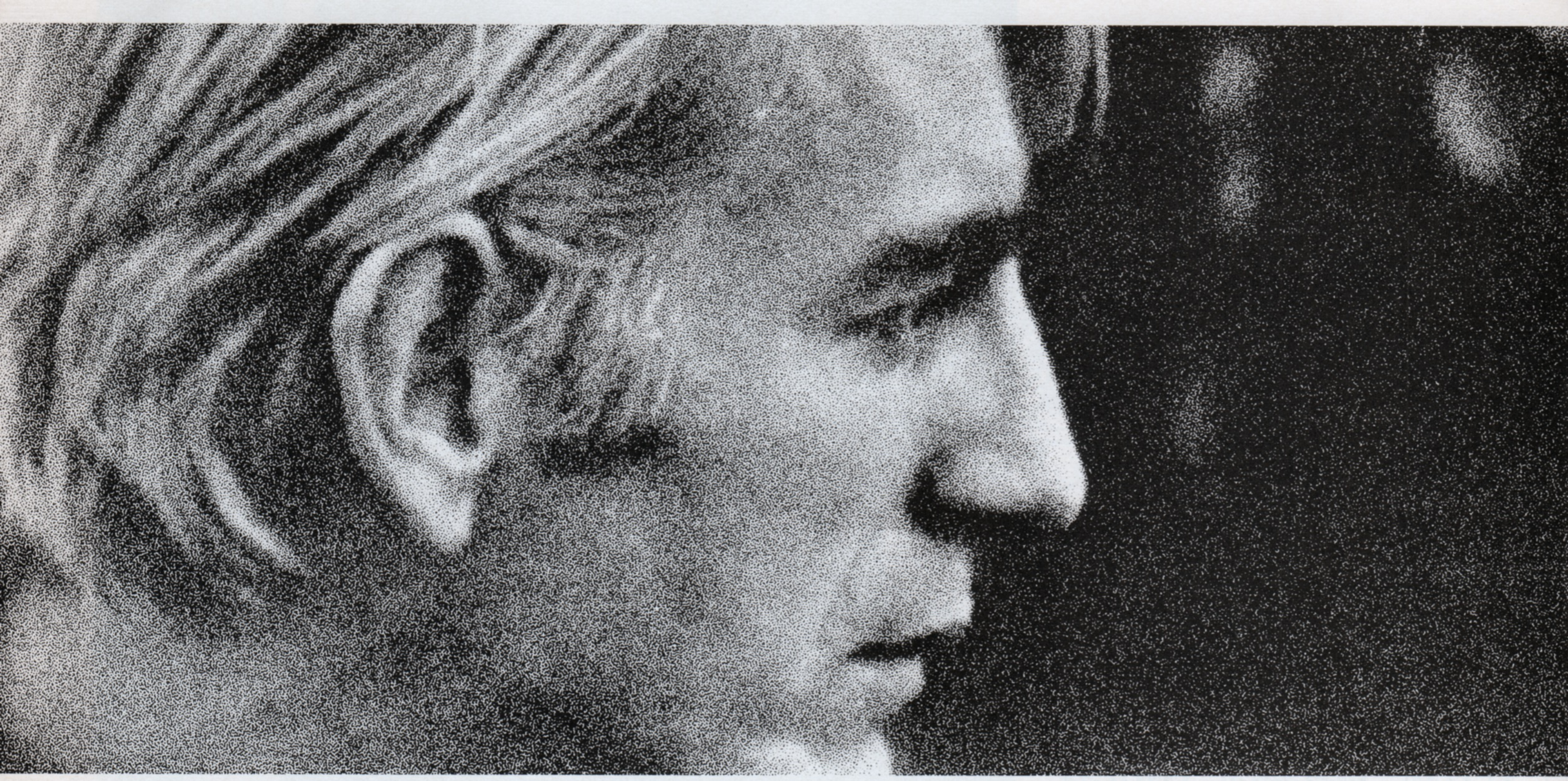
Miss Suldo, accompanied by her sister and brother-in-law, Mr. and Mrs. Stan Wyluda of San Diego, walked through the turnstile at 11:13 a.m. to begin her first visit to Disneyland. No sooner had she done so than she was greeted by popping flashbulbs, batteries of newsmen, and a crowd of several thousand Disneylanders.

"I just couldn't believe it — and still don't," the 22-year-old brunette said in a post-ceremony interview. "It's by far the biggest thing that's ever happened to me."

Valerie's arrival was announced by Jack Lindquist, Disneyland's Director of Marketing, in ceremonies in front of Town Square Station at the Park's entrance. There, it was announced that she would receive a "Silver Pass" to Disneyland and Walt Disney World (good for admission to both Parks and all their attractions for a party of four), $100 in Bank of America traveler's checks, a United Air Lines personal credit card with $100 free credit, a complete GAF movie camera outfit, a one-year supply of Kal Kan pet food for her dog, a one-year supply of coffee from Hills Brothers Coffee, a one-year supply of Coca-Cola plus several Coca-Cola premium products, a selection of Pepsi-Cola/Frito products, and a symbolic plaque from Pacific Telephone and the Bell Telephone System, commemorating her historic visit.

After the ceremonies, Valerie was accompanied by bands, Disney characters, and news personnel during her triumphant ride up Main Street to Sleeping Beauty Castle, where she was the first signer of a special guest book prepared for the occasion. Her signature and all others collected during the day were later placed permanently in the Disney archives.

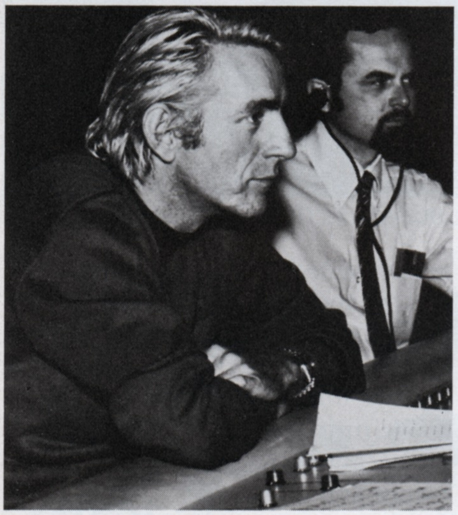
Disneyland's
SUMMER OF
100
MILLION
SMILES



The 79-year-old hero of Walt Disney Productions' off-trail western, "Scandalous John," is a truly gritty rancher with the prettiest granddaughter, ugliest horse, scrawniest herd, and puniest partner in the district.

Starring Brian Keith in the title role, Alfonso Arau as his Mexican sidekick, Michele Carey, Rick Lenz, Harry Morgan, and Simon Oakland, "Scandalous John" is a timely, funny, heartbreaking story about a one-cow cattle drive and an old man's fight to save what he can of the open West.

The story begins on a broken-down ranch in New Mexico. It looks like the kind of place where nothing ever happens, but appearances are deceiving. The owner is the fastest draw in the West when it comes to pulling a gun, or the cork on a bottle of Old Horsehide whiskey. Says Brian Keith, "He's the kind of a guy who throws a candlestick through the window when he wants fresh air, and shoots out the lights when he goes to sleep."



McKuen has become one of the best selling poets in history, the composer of songs that have sold around 100 million copies, and the best selling hard cover author in America.

Soaked in frontier lore, whiskey, and memories of his father's daring exploits as a trail boss, McCanless sees himself as the last holdout against mortgage collectors who want to destroy his ranch and the surrounding 200,000 acres to make room for a dam project. "Turn God's good grazin' land into a fish pond — ranches, rivers, trees, towns, and people gone forever?! — No!!" he says. "They ain't got us yet, and I ain't gonna let nobody whittle me down to where I spook at my own spit."

Considered by some to be a harmless eccentric and by others to be a dangerous madman on the loose, old John McCanless decides to fight the landgrabbers in the only way he knows how: drive his herd (one skinny steer wearing so many brands it looks pre-barbecued) to market and pay off the mortgage with the profits.

Produced and co-written by Bill Walsh of "Mary Poppins" fame,

"John McCanless, the old rancher that Brian Keith plays, is very much like me. We're both a little crazy, but within limits."

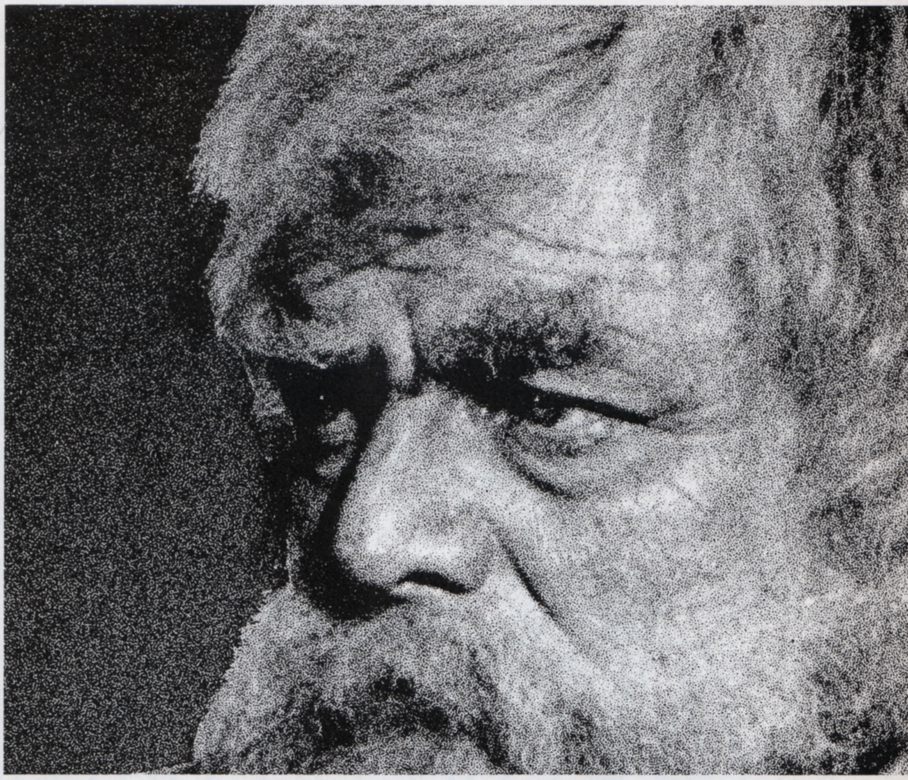
"Scandalous John" was directed by Robert Butler. The music for the movie was composed by Rod McKuen, one of the best-selling poets of all time.

In an interview held at Walt Disney Studios in Burbank, California, McKuen shares his thoughts, opinions, and feelings about one of the most unusual movies ever made by Walt Disney Productions.

"This picture is important. It's not like any picture I have ever seen. I was prepared to come and see a western, but when I left the theater, I realized I hadn't seen a western at all. What I had seen was a love story —not a man-woman love story—but a tale about a man in love with the country, a man who loves life and a way of life that he sees disappearing. He doesn't quite know what to do, so this beautiful old guy strikes out

Poet ROD McKUEN Talks About Scandalous JOHN

"I've just had the good fortune of composing the score for a very different kind of motion picture... it's unlike any Disney ever made."
— Rod McKuen



the only way he can.

"What's incredible about 'Scandalous John' is that every time I see it—and I've seen it a good many times, breaking it down and writing the score—I see a different picture. The more I see it, the more I love it. And I have begun to identify with the characters tremendously. John McCanless, the old rancher that Brian Keith plays, is very much like me. We're both a little crazy, but within limits.

"In a way, John McCanless was a bigoted, prejudiced man. He was prejudiced against people that he couldn't get through to. He tried, and after trying for a while and not being able to get through to them, he moved on to the next one that he thought he could help. I think everyone should be prejudiced in a way. People should be against time wasters; they should be against people that are for violence. And they should be for the kind of people who want to have and develop for themselves a code of ethics that works for them and doesn't offend the people around them. After all, we're a big family. We're getting bigger every day, and if we don't really learn to get along with each other pretty soon, we're not going to have any kind of family left.

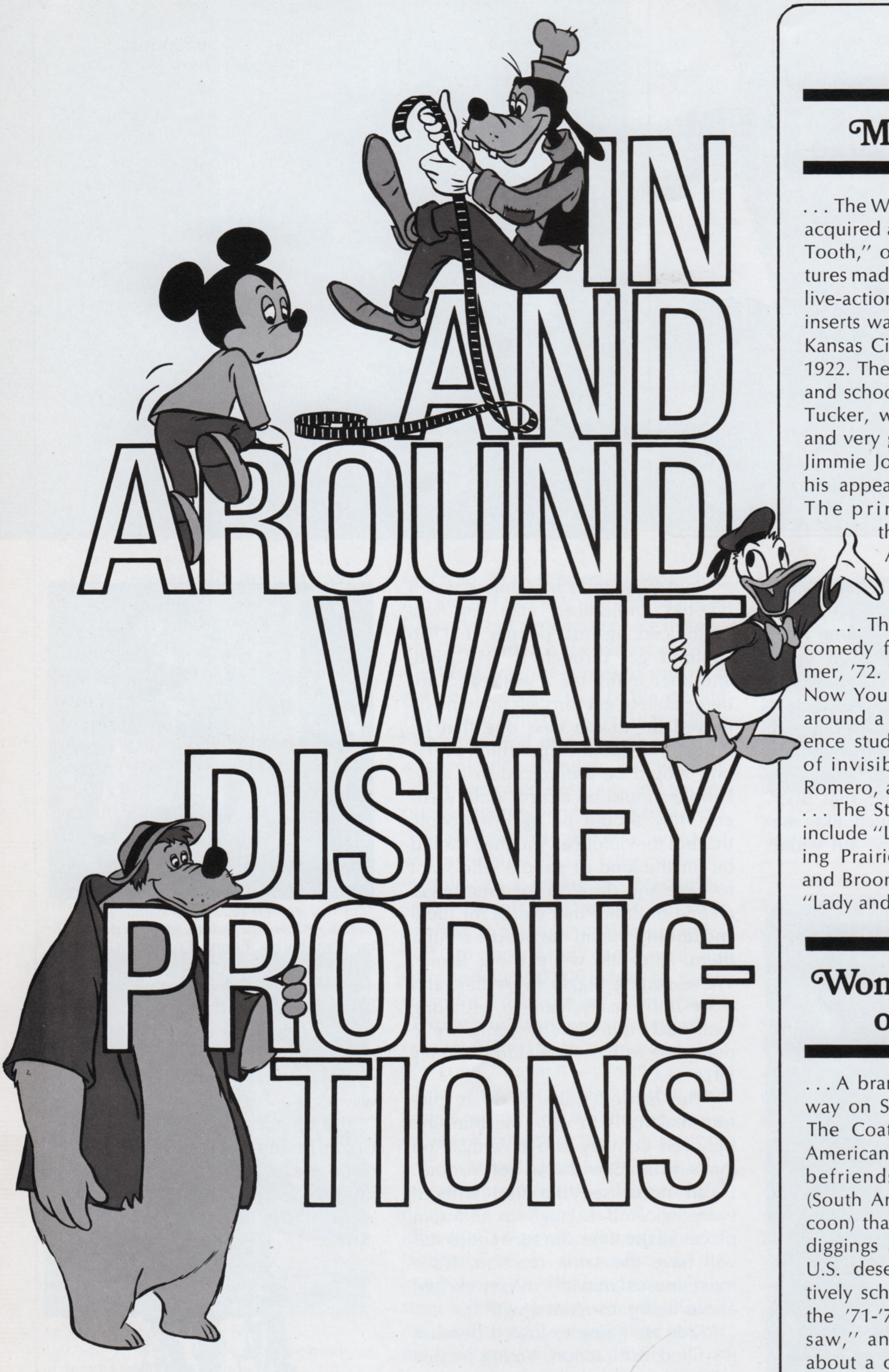
"The hardest thing to do in picture making is to walk the thin line between comedy and tragedy. And that's what 'Scandalous John' does. I can never see the film without weeping. And I laugh in different places all the time. I'm sure audiences will have the same reaction. It's a most unusual movie. I'm very excited about being associated with it.

"Kids are going to love it because it's filled with action. Young people are going to love it because it's a love story. Adults are going to love it because it's the kind of film you could take any member of the family to—and nobody would be offended by it. And yet, it's not namby-pamby in any way.

"It's an adventure to see this film. Go in at the beginning and sit up close and let the theater get dark and just give yourself over to the picture. You won't be sorry."

"I'm very excited about 'Scandalous John' because I love the picture, and I'm proud of my contribution. I think it's the best score I've ever done."

IN AND AROUND WALT DISNEY PRODUCTIONS



Movies

. . . The Walt Disney Archives recently acquired a print of "Tommy Tucker's Tooth," one of the first motion pictures made by Walt Disney. The silent, live-action film with a few animated inserts was filmed by Walt Disney in Kansas City, Missouri, in December, 1922. The story deals with the home and school life of two boys: Tommy Tucker, who takes pride in himself and very good care of his teeth, and Jimmie Jones, who is careless about his appearance and with his teeth. The print was made available through the generosity of the American Dental Association, which unearthed the film in 1955.

. . . The Studio is preparing a new comedy feature for release in summer, '72. Titled "Now You See Him, Now You Don't," the story revolves around a group of zany college science students who learn the secret of invisibility. Kurt Russell, Cesar Romero, and Joe Flynn star.

. . . The Studio's near-future releases include "Living Desert" and "Vanishing Prairie" in October, "Bedknobs and Broomsticks" in November, and "Lady and The Tramp" in December.

Wonderful World of Disney

. . . A brand new season gets underway on September 19 with "Cocoa, The Coatimundi," the story of an American Indian archaeologist who befriends a wounded coatimundi (South American version of the raccoon) that uncovers valuable ancient diggings and relics in southwestern U.S. deserts. Other features tentatively scheduled for showing during the '71-'72 season include: "Hacksaw," an exciting two-part drama about a cowboy who corrals a wild mountain stallion and enters him in a thrilling chuck wagon race at the world famous Calgary Stampede, on September 26 and October 3; "Summer Magic," the two-part story of a penniless widow and her three lively children, on October 10 and 17; "Mountain Born," the idyllic tale of a teen-age boy living on a sheep ranch and his harsh initiation into manhood when he becomes stranded in a blinding blizzard while bringing his flock down from the summer pastures, on October 24; "The Strange Monster of Strawberry Cove," the two-part adventure of three school children who build a wierd, makeshift monster to save their favorite teacher and his imagination from ridicule, on November 7 and 14; "The Horse In The Gray Flannel Suit," the two-part comedy about an advertising executive who launches a zany ad campaign to pay for his teen-age daughter's temperamental jumping horse, on November 21 and 28.

Disneyland

. . . Special events to watch for during the fall include: "Country Music Jubilee," "Mickey Mouse Fun Days," "Thanksgiving Holiday Celebration," and the Park's "Official Christmas Tree Lighting Ceremony." The "Jubilee" features an entire evening (from 8:30 p.m. to 1:30 a.m.) of the best in Country/Western entertainment on October 9. Square dancing will be featured at various locations in the Park, and big-name, C/W stars will appear on the Tomorrowland Stage. "Mickey Mouse Fun Days" highlight Veterans' Day Weekend, October 23, 24, and 25, with special shows and parades featuring the Disney characters. The Park's "Thanksgiving Holiday Celebration," November 25, 26, 27, and 28, brings a host of big-name entertainers and stage personalities to "the happiest place on earth." This is followed by the "Official Christmas Tree Lighting Ceremony," held in Town Square on November 26, which brings to a close the Park's fall festivities and heralds the coming of Christmas and "Fantasy on Parade."

. . . Disneyland's 200-acre realm now ranks as the 8th largest nation in the world, only 2.3 million behind Japan. The Park's 100 million population is nearly twice that of France and one-half the number of residents living in the United States.

Walt Disney World

. . . After doubling its work force in three months to 8,000 construction workers on site, Walt Disney World is literally racing the calendar to an October opening. As of this writing (June)—

. . . The man-made Seven Seas Lagoon—a mile wide and three-fourths mile long—is now fully ready for sailing or swimming. At a dry-dock near Bay Lake, the first of two 19th century-style side-wheel steamboats is nearly ready for launching. Tests are completed on its walking beam engine with a giant rocker arm unlike any built in this century.

. . . Six miles of monorail beams are in place and the first of six monorail trains is undergoing tests in Walt Disney World's "roundhouse."

. . . On the isthmus between Bay Lake and the Seven Seas Lagoon, finish work is well underway on the spectacular Contemporary Resort-Hotel. All of its 1057 pre-assembled room units are in place. Suites, restaurants, shops, and convention and banquet halls are taking shape.

. . . Across the Seven Seas Lagoon at the Polynesian Village site, nearly half of the 500 rooms, built in an assembly plant four miles away, have been lifted into place. Other areas of the Village are on schedule.

. . . The Main Entrance complex, which will provide guest reception and lost-and-found facilities, pet motel, and ticket booths, is 70 percent complete.

. . . Construction is underway on 230 campsites in nearby Fort Wilderness camp grounds to provide accommodations for Walt Disney World guests who prefer to bring their own hotel.

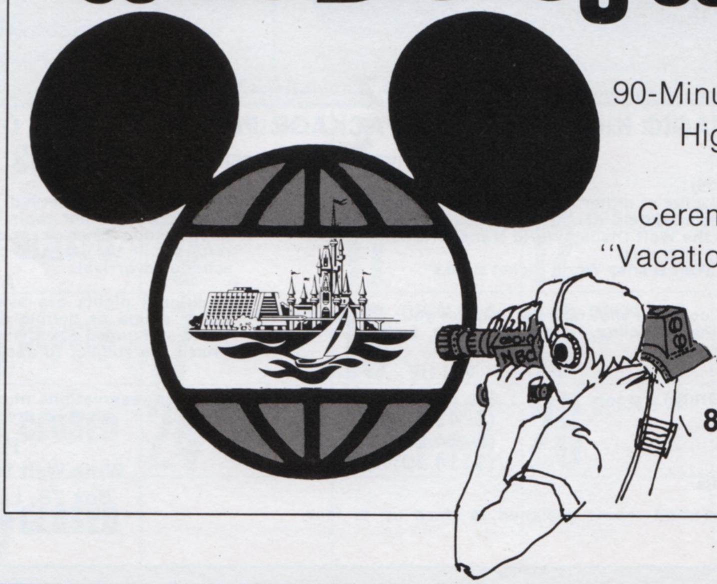
. . . Exteriors are complete on such varied structures as a steamboat landing and keel boat dock, Colonial tavern and Alpine Chalet, Main Street Emporium, and Haunted Mansion.

. . . Walt Disney World will employ more than 6,000 operating workers at opening, and surveys forecast a first-year total attendance of 10-million guests.

DON'T MISS THE OPENING OF

Walt Disney World

An Exciting,
90-Minute TV Special
Highlighting The
Dedication
Ceremonies Of The
"Vacation Kingdom of
the World."
NBC-TV
October 29
8:00 - 9:30 PM



YOUR MAGIC KINGDOM CLUB CARD MEANS VALUE AND SAVINGS WITH EVERY VISIT

Walt Disney's MAGIC KINGDOM CLUB T.M.

TICKET INFORMATION · FALL 1971

NATIONAL HEADQUARTERS: DISNEYLAND 1313 Harbor Blvd. Anaheim, Calif. 92803

SPECIAL MAGIC KEY TICKET BOOKS NOT AVAILABLE TO THE GENERAL PUBLIC

FLORIDA

Walt Disney World

PHONE: (305) 656-2221

MAGIC KEY TICKET BOOK

EFFECTIVE THRU JUNE 15, 1972

Includes unlimited use of WDW Transportation System (Monorails, water craft, and trams) for one day, "Magic Kingdom" Theme Park admission, and **ANY 7** attractions of your choice.

	Value	Price
ADULT	($9.80)	**$4.50**
JUNIOR (12 thru 17)	($8.80)	**$4.00**
CHILD (3 thru 11)	($6.60)	**$3.50**

Available ONLY at Theme Resort Hotel and "Magic Kingdom" Main Entrance Ticket Booths with Magic Kingdom Club Membership Card.

REGULAR TICKET BOOKS

COUPON MAKE-UP

	A 10c	B 25c	C 50c	D 75c	E 90c	Admiss. Ticket	Trans. Ticket
7-Ride	(1)	(1)	(1)	(2)	(2)	(1)	(1)
11-Ride	(1)	(1)	(2)	(3)	(4)	(1)	(1)

7-RIDE TICKET BOOK	Value	Box Office Price
ADULT	($7.65)	**$4.75**
JUNIOR (12 thru 17)	($6.65)	**$4.25**
CHILD (3 thru 11)	($4.95)	**$3.75**

11-RIDE TICKET BOOK		
ADULT	($10.70)	**$5.75**
JUNIOR (12 thru 17)	($ 9.70)	**$5.25**
CHILD (3 thru 11)	($ 7.80)	**$4.75**

PHONE: WALT DISNEY WORLD GROUP SALES DEPT.

All Prices Subject to Seasonal Variation

CALIFORNIA

Disneyland

PHONE: (213) 626-8605 or (714) 533-4456

MAGIC KEY TICKET BOOK

EFFECTIVE THRU DECEMBER 31, 1971

Includes Admission and **ANY 10** Attractions of Your Choice

	Value	Box Office Price
ADULT	($12.00)	**$4.75**
JUNIOR (12 thru 17)	($11.40)	**$4.25**
CHILD (3 thru 11)	($ 8.65)	**$3.75**

Available ONLY at Disneyland's Main Gate with Magic Kingdom Club Membership Card.

REGULAR TICKET BOOKS

COUPON MAKE-UP

	A 10c	B 25c	C 40c	D 70c	E 85c	General Admission Ticket
10-Ride	(1)	(1)	(2)	(3)	(3)	(1)
15-Ride	(1)	(2)	(3)	(4)	(5)	(1)

10-RIDE TICKET BOOK	Value	Box Office Price
ADULT	($9.30)	**$4.95**
JUNIOR (12 thru 17)	($8.70)	**$4.45**
CHILD (3 thru 11)	($6.65)	**$3.95**

15-RIDE TICKET BOOK		
ADULT	($12.35)	**$5.95**
JUNIOR (12 thru 17)	($11.75)	**$5.45**
CHILD (3 thru 11)	($ 9.50)	**$4.95**

PHONE: MAGIC KINGDOM CLUB HEADQUARTERS . . . EXT. 703

All Prices Subject to Seasonal Variation

MAGIC KINGDOM CLUB PACKAGE PLAN FOR WALT DISNEY WORLD

(Effective through December 31, 1972)

INCLUDES (PER PERSON):

. . . Accommodations for 2 nights at either the Contemporary or the Polynesian Village Theme Resort Hotels
. . . 3 days unlimited use of the Walt Disney World transportation System (Monorails, water craft, and trams)
. . . 3 Magic Kingdom Club "Walt Disney World Ticket Books"

PLUS

. . . $15 worth of recreation coupons that may be used for your choice of golf, boating, water skiing, bicycling, horseback riding, archery, and children's activity programs.

PER-PERSON RATES	VALUE	PRICE
ADULT (double occupancy)	($ 79.40)	**$57.20**
*JUNIOR (12 thru 17)	($ 41.40)	**$21.00**
*CHILD (3 thru 11)	($ 34.80)	**$19.50**
SINGLE OCCUPANCY	($114.40)	**$92.20**

*Occupying room with adults

Accommodations are resort-sized rooms designed to sleep up to four people comfortably.

For each room reserved, a minimum of two adult rates is required. A deposit of $35 per room will be requested upon confirmation. The balance is due 21 days prior to arrival. In the event of cancellation, full refund will be made if cancellation occurs more than 5 days prior to scheduled arrival.

ADDITIONAL NIGHTS

Additional nights are available at $35 per night. This rate applies for either single or double occupancy. There is no charge for children 17 years and under occupying room with adults.
Prices are subject to applicable taxes and change without notice.

SPECIAL NOTE

Advance reservations must include your MKC Chapter number, and card must be presented at time of hotel registration.

FOR RESERVATIONS:

Write Walt Disney World Hotel Reservations
Box 78, Lake Buena Vista, Florida 32830
or Phone (305) 656-5555

WALT DISNEY'S MAGIC KINGDOM CLUB T.M. DISNEYLAND CALENDAR

SEPTEMBER 1971

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 OPEN 8-1	2 OPEN 8-1	3 OPEN 8-1	4 OPEN 8-1
5 OPEN 8-1	6 OPEN 8-1 Dixieland Show Labor Day	7 OPEN 8-1 Dixieland Show	8 OPEN 8-1 Dixieland Show	9 OPEN 8-1 Dixieland Show	10 OPEN 8-1 Dixieland Show	11 OPEN 8-1 Dixieland Show
12 OPEN 9-7	13 OPEN 10-6	14 OPEN 10-6	15 OPEN 10-6	16 OPEN 10-6	17 OPEN 10-6	18 OPEN 9-1
19 OPEN 9-7	20 CLOSED	21 CLOSED	22 OPEN 10-6	23 OPEN 10-6	24 OPEN 10-6	25 OPEN 9-7
26 OPEN 9-7	27 CLOSED	28 CLOSED	29 OPEN 10-6	30 OPEN 10-6		

OCTOBER 1971

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 OPEN 10-6	2 OPEN 9-7
3 OPEN 9-7	4 CLOSED	5 CLOSED	6 OPEN 10-6	7 OPEN 10-6	8 OPEN 10-6	9 OPEN 9-7 Country Music Jubilee 8:30-1:30
10 OPEN 9-7	11 CLOSED	12 CLOSED	13 OPEN 10-6	14 OPEN 10-6	15 OPEN 10-6	16 OPEN 9-7
17 OPEN 9-7	18 CLOSED	19 CLOSED	20 OPEN 10-6	21 OPEN 10-6	22 OPEN 10-6	23 OPEN 9-7
24 OPEN 9-7 31 OPEN 9-7	25 OPEN 9-7 Veteran's Day	26 CLOSED	27 OPEN 10-6	28 OPEN 10-6	29 OPEN 10-6	30 OPEN 9-7

NOVEMBER 1971

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 CLOSED	2 CLOSED	3 OPEN 10-6	4 OPEN 10-6	5 OPEN 10-6	6 OPEN 9-7
7 OPEN 9-7	8 CLOSED	9 CLOSED	10 OPEN 10-6	11 OPEN 10-6	12 OPEN 10-6	13 OPEN 9-7
14 OPEN 9-7	15 CLOSED	16 CLOSED	17 OPEN 10-6	18 OPEN 10-6	19 OPEN 10-6	20 OPEN 9-7
21 OPEN 9-7	22 CLOSED	23 CLOSED	24 OPEN 10-6	25 OPEN 9-7 Thanksgiving	26 OPEN 8-12	27 OPEN 8-12
28 OPEN 9-7	29 CLOSED	30 CLOSED				

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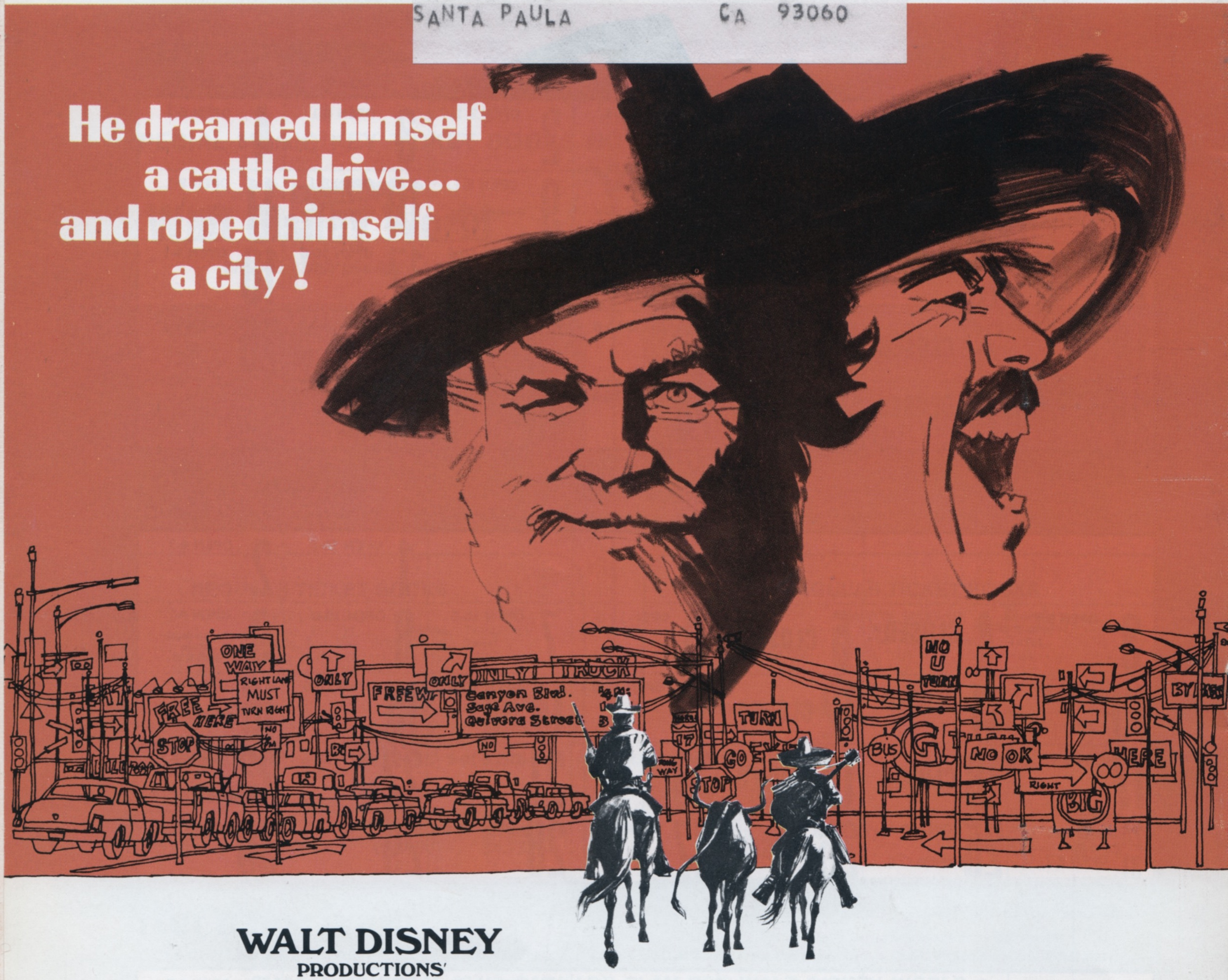
He dreamed himself
a cattle drive...
and roped himself
a city!
ONE WAY
RIGHT LANE MUST TURN RIGHT
FREE HERE
STOP
ONLY
FREEWAY
ONLY
TRUCK
Canyon Blvd.
Sage Ave.
Olvera Street
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17
STOP
GO
TURN
NO U TURN
BUS
NO
OK
HERE
RIGHT
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